

You can run to Thailand

“Your blood, sweat, tears, and kilometres will actually reward you”

Running Heroes is the frequent flyer equivalent for runners. It's the world's first rewards platform for runners, and as people run, they automatically accrue points that go toward incredible prizes or savings.

Can you imagine receiving reward points for running? Can you imagine earning loads of exclusive prizes for exercising? Can you imagine getting flown to Thailand for free...just because you ran?

This is the reality of Running Heroes, which is Australia's largest digital community of runners, with more than 55,000 users.

“We've given away numerous 5 star running trips to Thailand and 10 day adventure holidays valued at



over \$3,000 to our members. They literally haven't done anything apart from run in order to win these fantastic prizes”, says Running Heroes managing director, Sam Canavan.

Running Heroes has more than 350 partners Australia-wide; across sport, lifestyle and leisure. More than \$100K worth of shoes and clothing has been distributed to people who have simply

collected reward points through their running. The types of partners include brands such as Nike, Asics, The Iconic, TomTom, 2XU, Lorna Jane and Under Armour.

Running Heroes is a completely free service that connects with the most popular apps, GPS watches and activity trackers such as Runkeeper, Strava, Nike +, TomTom, Fitbit, Polar, and

Garmin. As you run you are rewarded with points that go toward discounts off products and services all over Australia.

Once your run is complete, your activity, based off your GPS, will seamlessly sync back to Running Heroes where points will be given. Activity points are calculated by: distance run, amount of time you've run for, elevation and your speed.

“It doesn't matter if you are running for the first time or you're in the elite bracket. Any runner of any ability can be a part of Running Heroes and accumulate points. It's suitable for keen walkers, people just getting into training, the casual athlete or the more serious runner,” Canavan says.

“If you are committed enough to walk or run during winter when it's very cold, you may as well accumulate some points. You're already training, so get rewarded for it.”

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